Arts and Crafts Purchasing Patterns of Potential Tourists to the Northwest Territories

Results of the 2003 Survey

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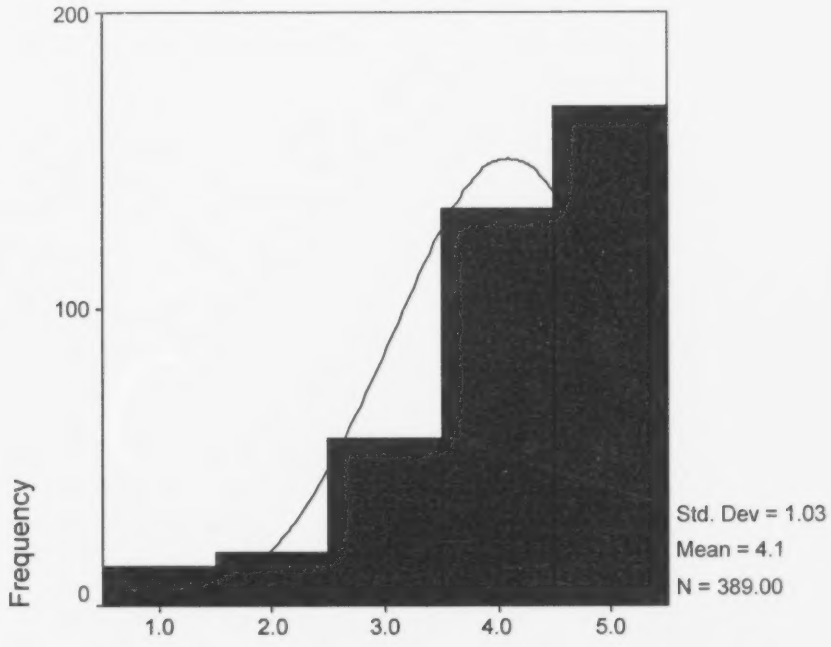
The item is made of materials local to the area I am visiting

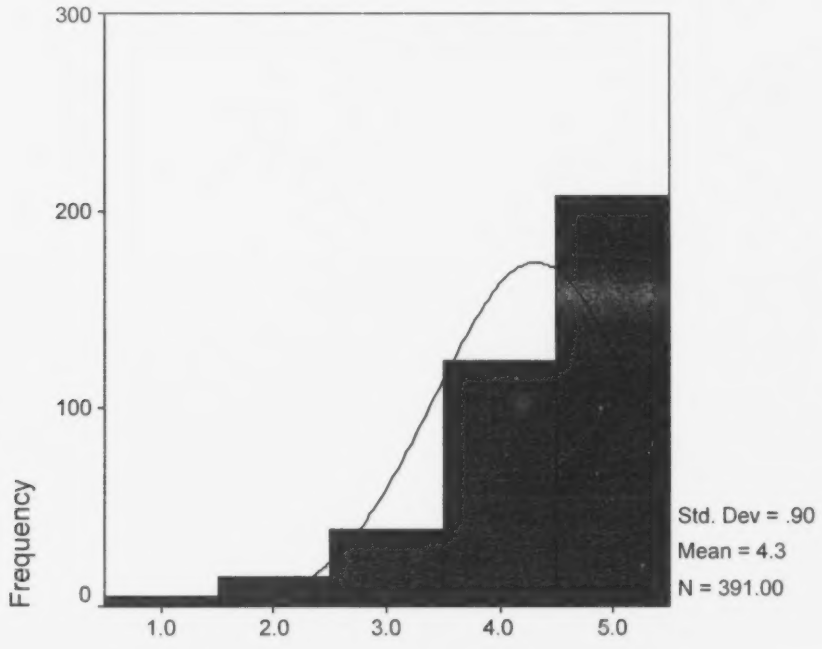
		Frequency	Valid Percent	Cumulative Percent
Valid	1	13	3.3	3.3
	2	18	4.6	8.0
	3	56	14.4	22.4
	4	134	34.4	56.8
	5	168	43.2	100.0
	Total	389	100.0	



The item is made of materials local to the area I am visiting

The item was made by a local person or people

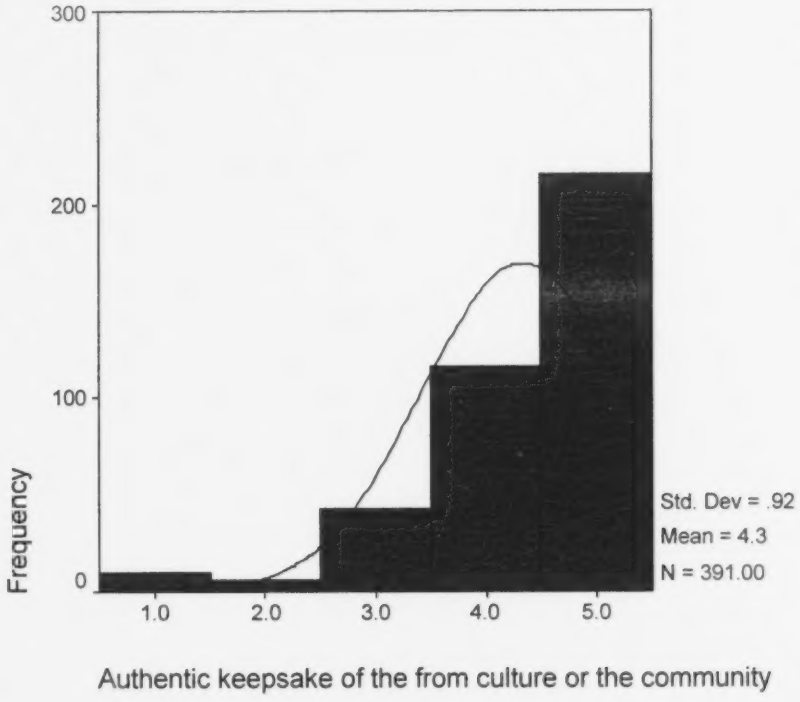
		Frequency	Valid Percent	Cumulative Percent
Valid	1	5	1.3	1.3
	2	15	3.8	5.1
	3	39	10.0	15.1
	4	124	31.7	46.8
	5	208	53.2	100.0
	Total	391	100.0	



The item was made by a local person or people

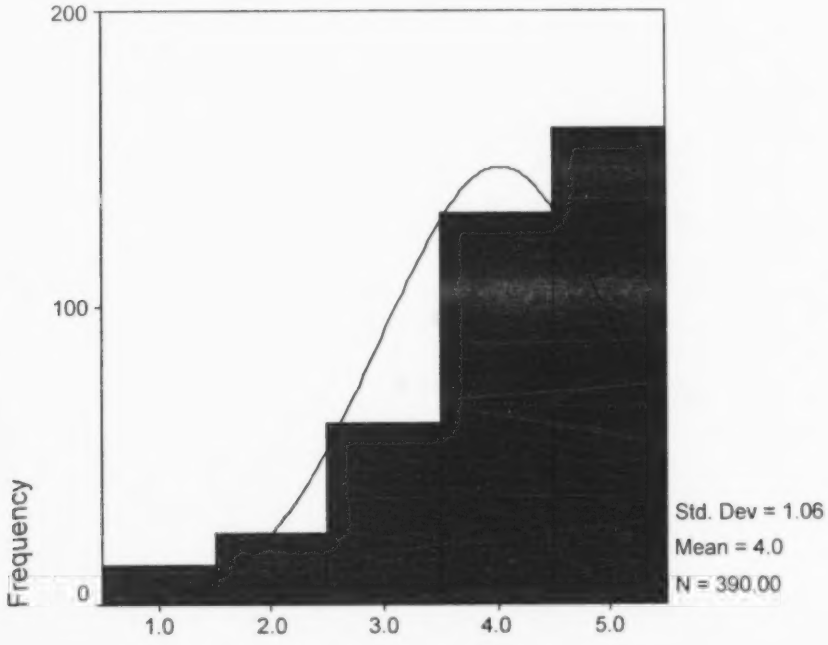
This item is an authentic keepsake of the from culture or the community I am visiting

		Frequency	Valid Percent	Cumulative Percent
Valid	1	10	2.6	2.6
	2	6	1.5	4.1
	3	43	11.0	15.1
	4	116	29.7	44.8
	5	216	55.2	100.0
	Total	391	100.0	



The item reflects a personal experience I have had in the area I am visiting

		Frequency	Valid Percent	Cumulative Percent
Valid	1	13	3.3	3.3
	2	24	6.2	9.5
	3	61	15.6	25.1
	4	132	33.8	59.0
	5	160	41.0	100.0
	Total	390	100.0	



The item reflects a personal experience I have had

3. **When you travel, do you usually bring back:**

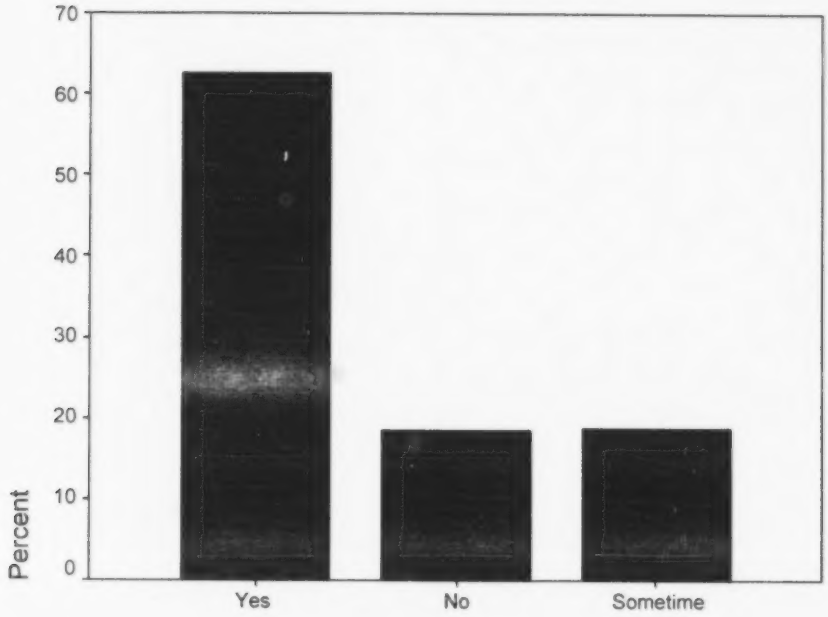
Gifts for other people?

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	243	62.6	62.6
	No	72	18.6	81.2
	Sometime	73	18.8	100.0
	Total	388	100.0	

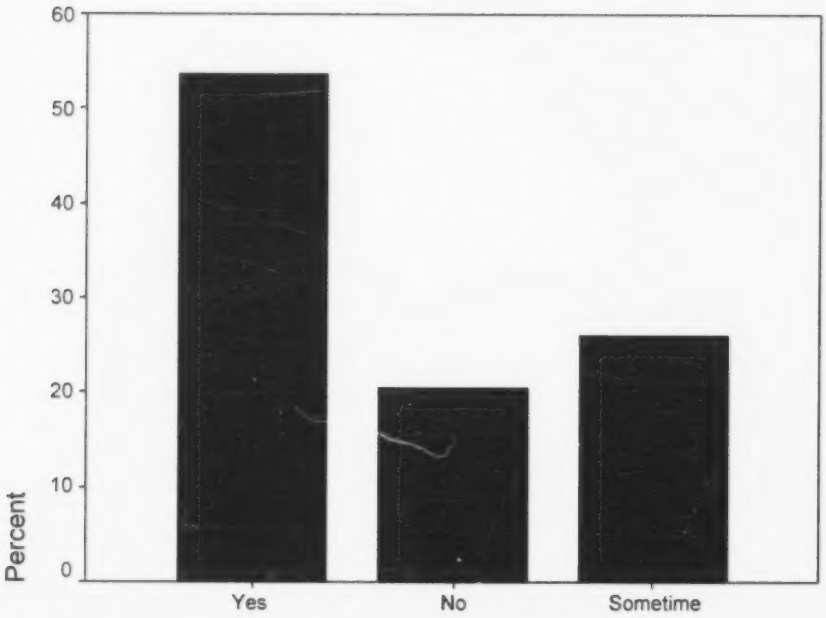
Arts and crafts items for yourself or your home?

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	210	53.6	53.6
	No	80	20.4	74.0
	Sometime	102	26.0	100.0
	Total	392	100.0	

Approximately four fifths of respondent bring gifts and arts and crafts items home from their trips at least sometime. This result mirrors the results of general travel surveys which consistently demonstrate the popularity of shopping as an activity during travel.



Gifts for other people?



Arts and crafts items for yourself or your home?

Arts and Crafts Purchasing Characteristics of Potential Visitors to the Northwest Territories: Survey Results

Introduction

Visitors to the Northwest Territories represent an important market for arts, crafts and other locally made goods. During the summer of 2002, the peak visitation period, leisure visitors to the NWT are estimated to have spent just over $900 thousand on souvenirs, and almost $2 million on arts and crafts.

However, there is very little detailed information on purchasing patterns and motivators for this segment. Therefore, in November 2003 a survey was conducted of the North American visitor market for the Northwest Territories to gather information on purchasing characteristics and interests in arts and crafts items of this segment. A sample was drawn from the information enquiry database of NWT Arctic Tourism for records of people who had attended consumer shows and requested information on travel to the NWT from NWT tourism booths.

Telephone interviews were conducted using CATI[1] . A total of 541 households were contacted; of these contact, 397 resulted in completed interviews. The refusal rate was just over 26%.

Results

The results of the survey are presented in the follow series of tables and charts. For rating questions, mean (average) ratings are presented as well as frequency data in tables and charts. While a comparison of average ratings among related items can give a quick idea of relative importance, averages can hide significant distribution properties of ratings that can reveal important characteristics. For instance, two identical averages for a five point scale (eg. "Please rate the importance of item x on a scale of 1 to 5") can represent two completely different distribution patterns: one average could result from a pattern of values in a tight cluster of around the average, while the other average could result from a pattern of values clustered at both ends of the scale. These disparate patterns could lead to interpretations of the data that could be quite different from the interpretations resulting from examining the averages alone.

The results for questions on purchase patterns and interests are presented first; demographic characteristics follow. Where appropriate, the data has been analyzed to determine significant differences based on age categories. The results are generally presented according the question text used in the survey.

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[1] CATI is an acronym for computer assisted telephone interviewing

4. **When you travel on an extended vacation, do you usually have a spending budget in mind?**

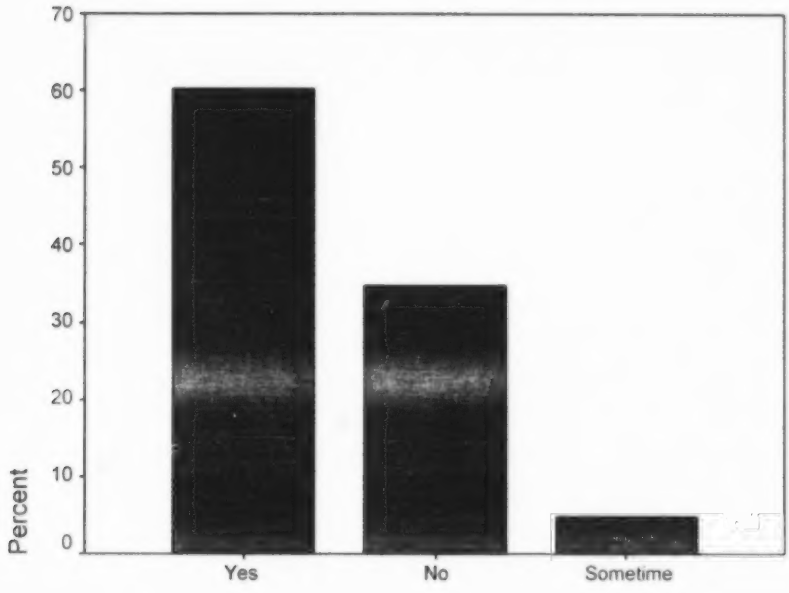
		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	236	60.4	60.4
	No	136	34.8	95.1
	Sometime	19	4.9	100.0
	Total	391	100.0	

5. **How much do you usually budget for spending on arts and crafts items and souvenirs?**

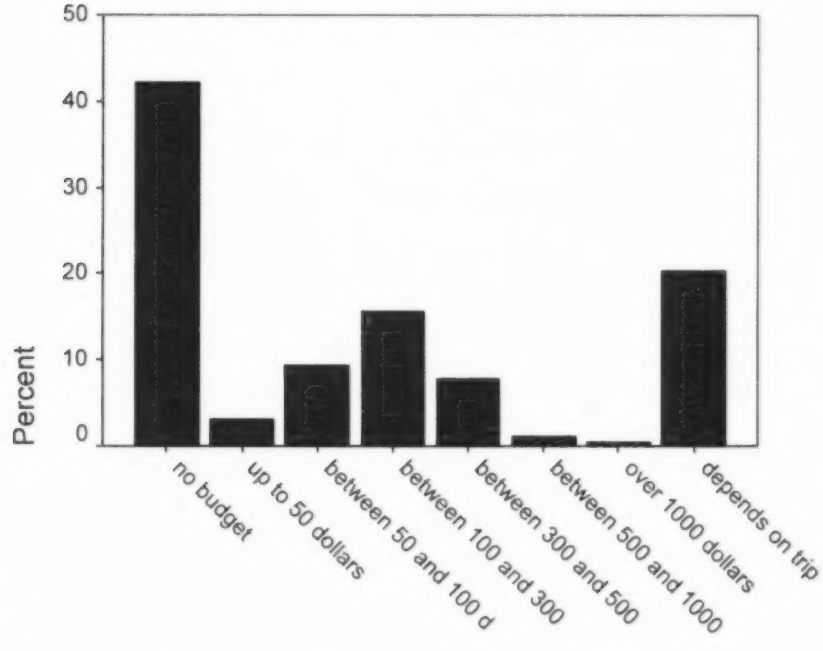
		Frequency	Valid Percent	Cumulative Percent
Valid	no budget	108	42.2	42.2
	up to 50 dollars	8	3.1	45.3
	between 50 and 100 dollars	24	9.4	54.7
	between 100 and 300 dollars	40	15.6	70.3
	between 300 and 500 dollars	20	7.8	78.1
	between 500 and 1000 dollars	3	1.2	79.3
	over 1000 dollars	1	.4	79.7
	depends on trip	52	20.3	100.0
	Total	256	100.0	

Over 65% of respondents have or sometime have a spending budget while traveling. Of those who do budget, just over 40% have no specific budget for arts, crafts and souvenir items. Of those who do have such a budget, the most common budget range is between 100 and 300 dollars. Very few respondents budget over 500 dollars.

Frequency charts follow.



Do you usually have a spending budget?



Budget for spending on arts and crafts items

1. **Imagine that you are on a trip and interested in buying an arts and craft item. On a scale of 1 to 5, please rate how the following would increase your interest in purchasing the item; with 1 as no change, and 5 as strongly increase your interest.**

Mean Ratings

	N	Mean
I met the person who made the item	390	4.27
The person who sold me the item can give me some details about the materials in the item and how it was made	389	4.16
Though I did not meet the person who made the item, I know that it was made locally	389	3.53
The item is relatively unique or original	389	4.23
I observed a person making a similar item	387	3.72

The mean ratings indicate that a personal connection to the item, and background knowledge about it, greatly increase the propensity to purchase. Knowledge that an item was made locally also increases value, however, relative originality or uniqueness is more important.

The rating frequencies are presented in the following series of tables and charts.

6. **When you travel, how interested are you in purchasing the following items; please rate the items on a scale of 1 to 5, where 1 is not at all interested, and 5 is very interested:**

Mean Ratings

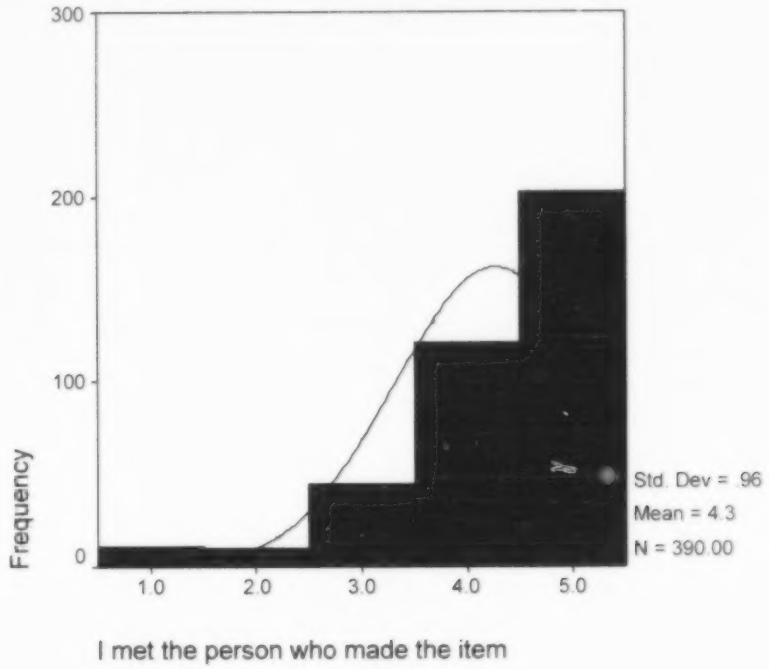
	N	Mean
Local or regional clothing and footwear	391	2.42
Regional food specialties	391	3.30
Handcrafted products such as pottery, baskets, and woven items	391	3.45
Fine arts	391	3.12
Souvenir items such as t-shirts or post cards	391	2.82
Jewelry	391	2.70

The mean ratings for interest in purchases by type of item indicate that hand made goods such as pottery, baskets and textiles are very popular. Clothing and footwear is least popular of the goods listed. Fine art items are more desired by this market that souvenir items.

The frequency tables and charts for each item are presented in the following pages.

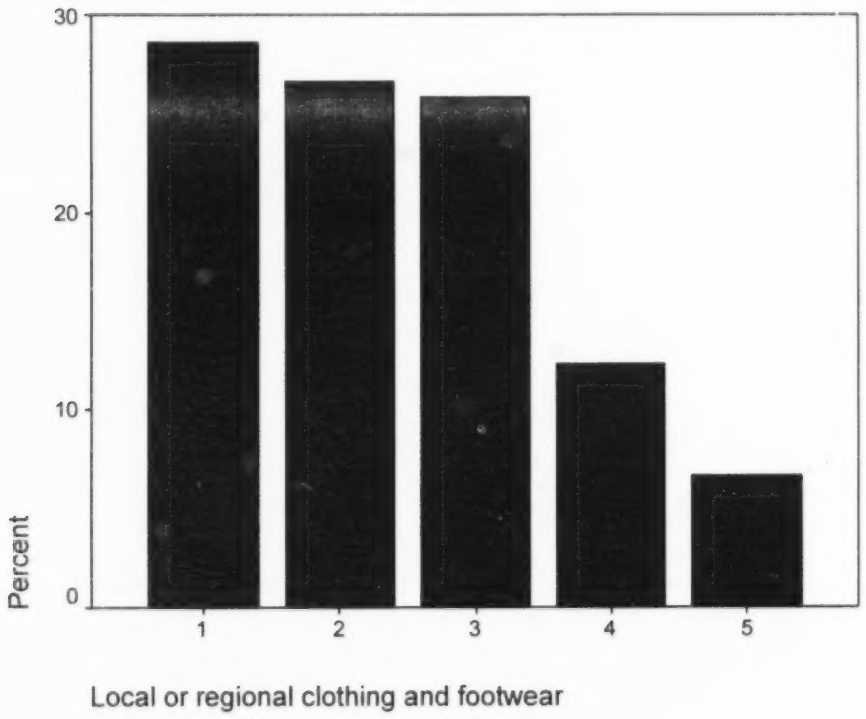
I met the person who made the item

		Frequency	Valid Percent	Cumulative Percent
Valid	1	11	2.8	2.8
	2	10	2.6	5.4
	3	45	11.5	16.9
	4	121	31.0	47.9
	5	203	52.1	100.0
	Total	390	100.0	



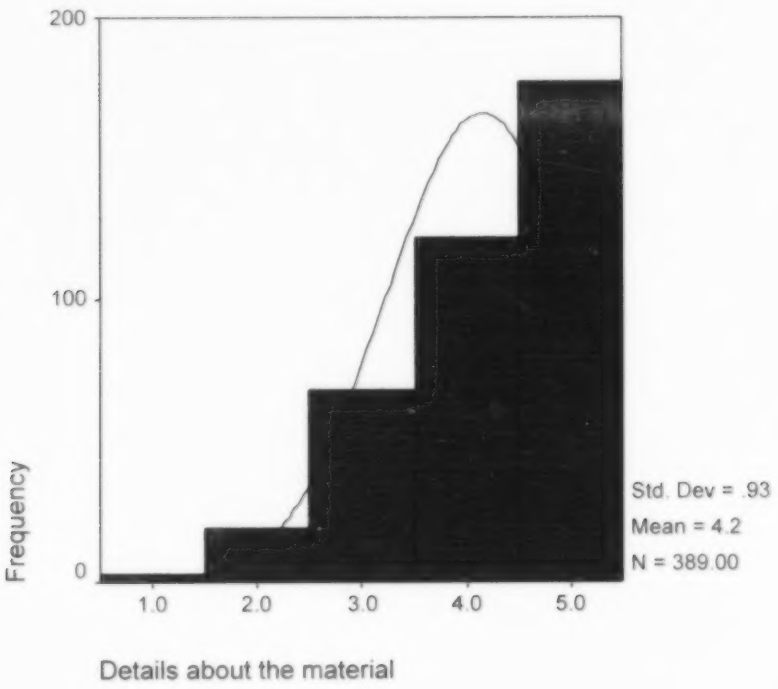
Local or regional clothing and footwear

		Frequency	Valid Percent	Cumulative Percent
Valid	1	112	28.6	28.6
	2	104	26.6	55.2
	3	101	25.8	81.1
	4	48	12.3	93.4
	5	26	6.6	100.0
	Total	391	100.0	



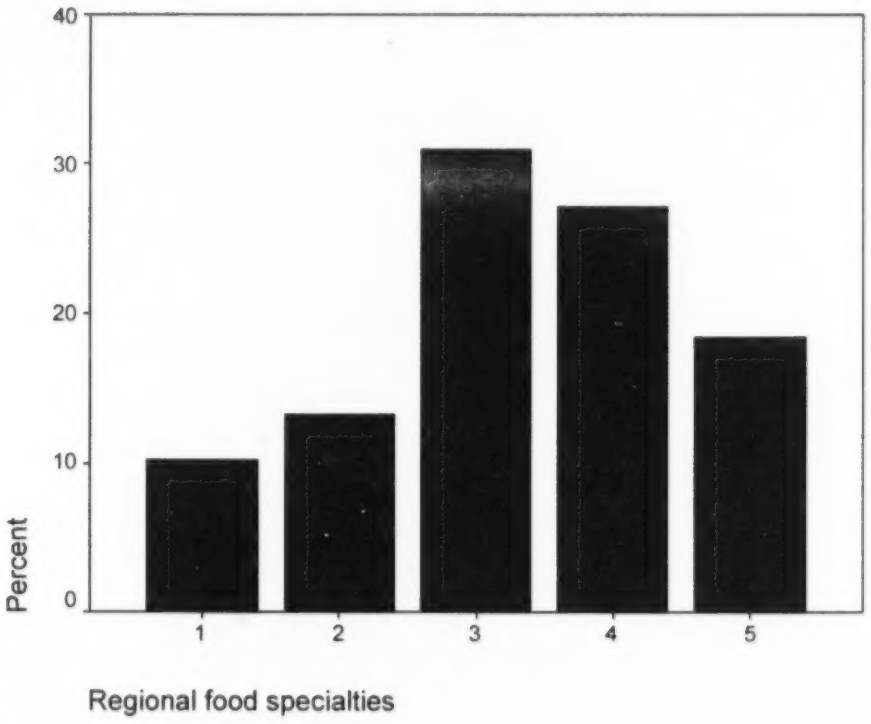
The person who sold me the item can give me some details about the materials in the item and how it was made

		Frequency	Valid Percent	Cumulative Percent
Valid	1	3	.8	.8
	2	19	4.9	5.7
	3	68	17.5	23.1
	4	122	31.4	54.5
	5	177	45.5	100.0
	Total	389	100.0	



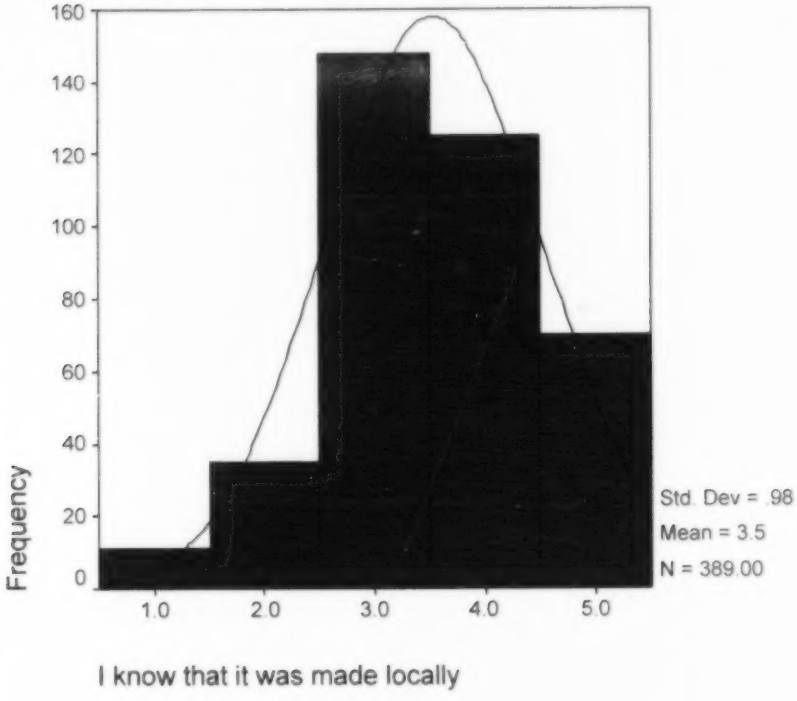
Regional food specialties

		Frequency	Valid Percent	Cumulative Percent
Valid	1	40	10.2	10.2
	2	52	13.3	23.5
	3	121	30.9	54.5
	4	106	27.1	81.6
	5	72	18.4	100.0
	Total	391	100.0	



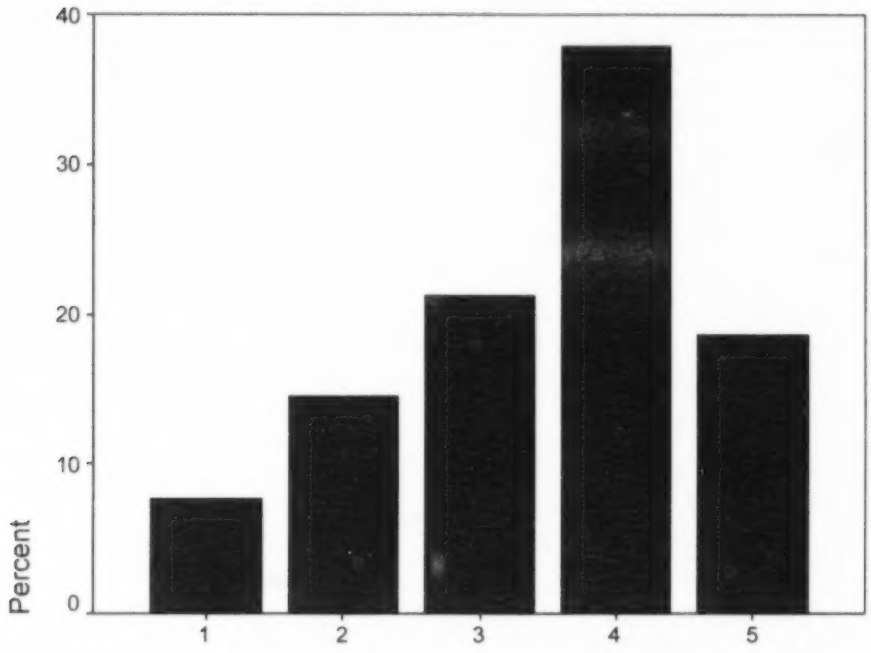
Though I did not meet the person who made the item, I know that it was made locally

		Frequency	Valid Percent	Cumulative Percent
Valid	1	11	2.8	2.8
	2	35	9.0	11.8
	3	148	38.0	49.9
	4	125	32.1	82.0
	5	70	18.0	100.0
	Total	389	100.0	



Handcrafted products such as pottery, baskets, and woven items

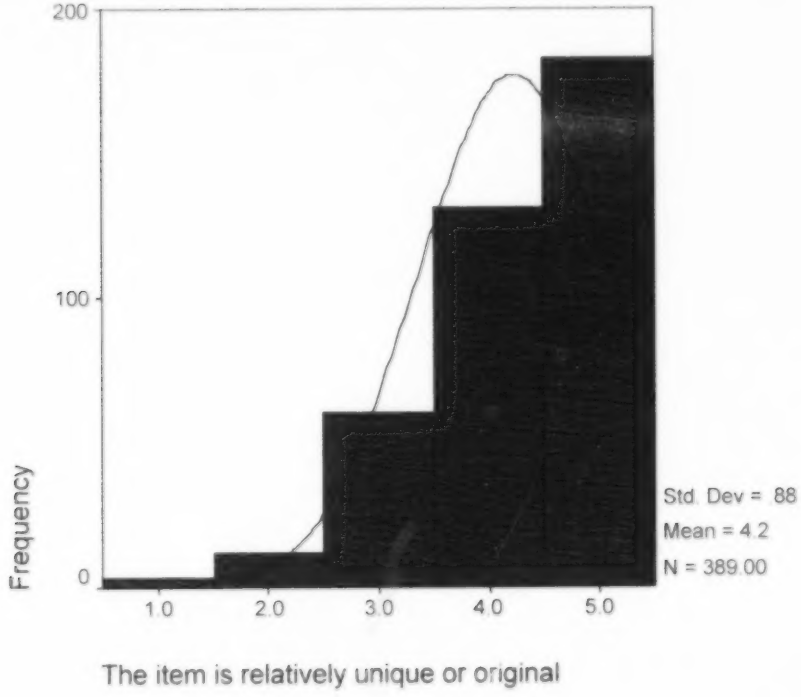
		Frequency	Valid Percent	Cumulative Percent
Valid	1	30	7.7	7.7
	2	57	14.6	22.3
	3	83	21.2	43.5
	4	148	37.9	81.3
	5	73	18.7	100.0
	Total	391	100.0	



Handcrafted products such as pottery, baskets, and woven items

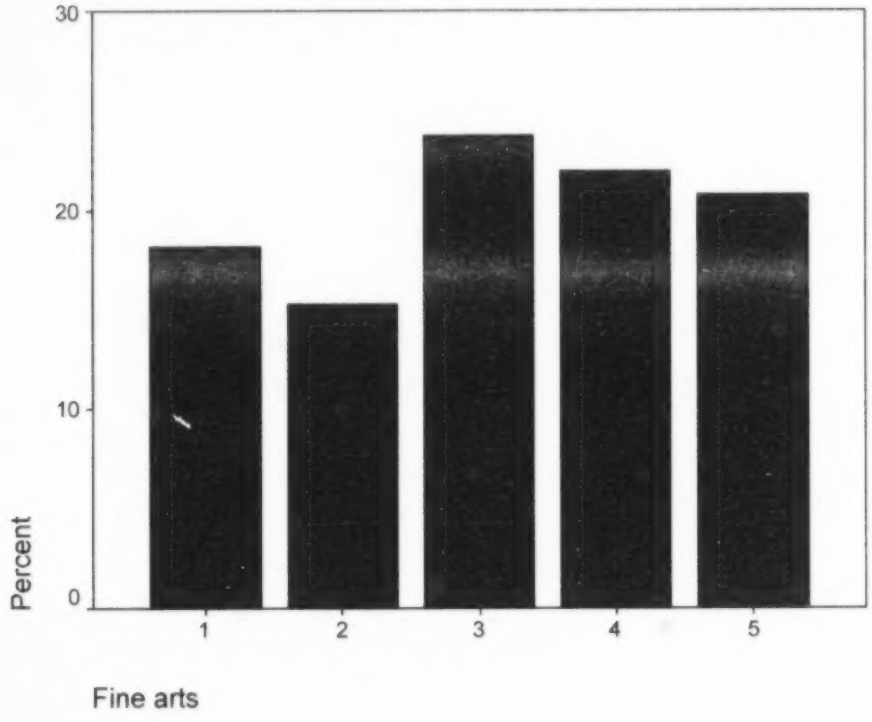
The item is relatively unique or original

		Frequency	Valid Percent	Cumulative Percent
Valid	1	3	.8	.8
	2	12	3.1	3.9
	3	60	15.4	19.3
	4	131	33.7	53.0
	5	183	47.0	100.0
	Total	389	100.0	



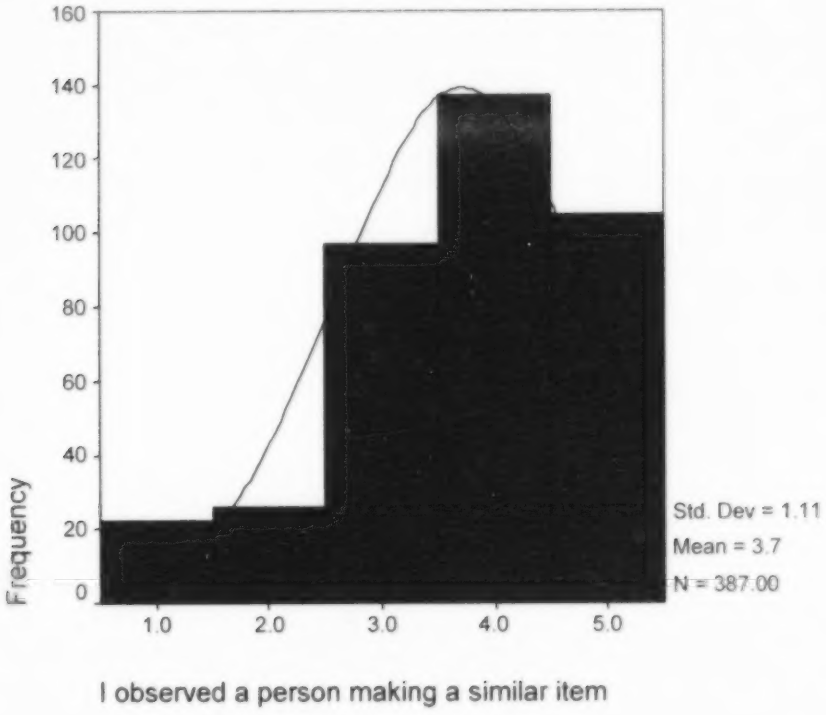
Fine arts

		Frequency	Valid Percent	Cumulative Percent
Valid	1	71	18.2	18.2
	2	60	15.3	33.5
	3	93	23.8	57.3
	4	86	22.0	79.3
	5	81	20.7	100.0
	Total	391	100.0	



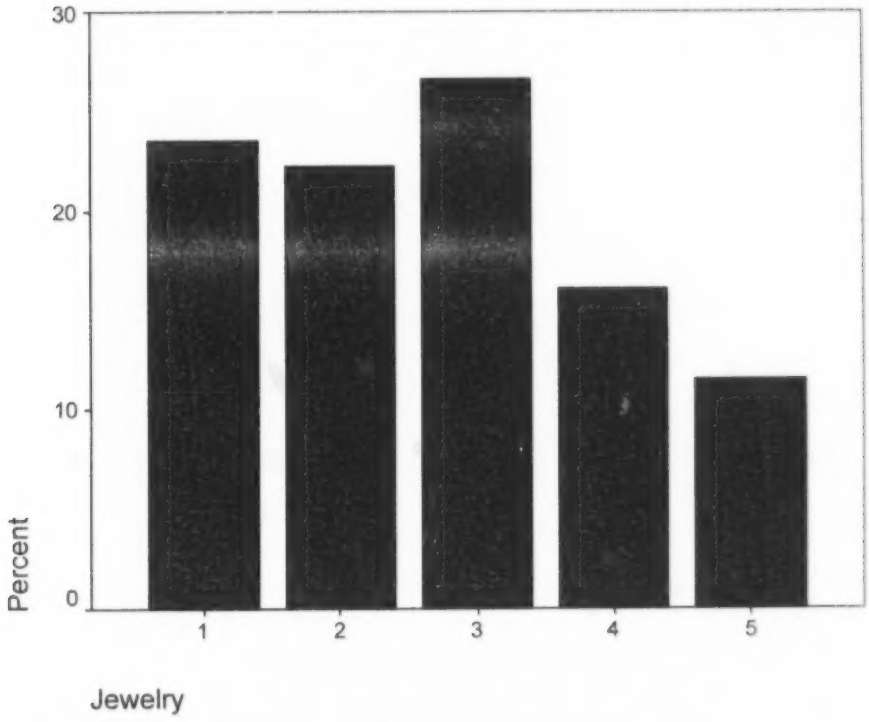
I observed a person making a similar item

		Frequency	Valid Percent	Cumulative Percent
Valid	1	22	5.7	5.7
	2	26	6.7	12.4
	3	97	25.1	37.5
	4	137	35.4	72.9
	5	105	27.1	100.0
	Total	387	100.0	



Jewelry

		Frequency	Valid Percent	Cumulative Percent
Valid	1	92	23.5	23.5
	2	87	22.3	45.8
	3	104	26.6	72.4
	4	63	16.1	88.5
	5	45	11.5	100.0
	Total	391	100.0	



Souvenir items such as t-shirts or post cards

		Frequency	Valid Percent	Cumulative Percent
Valid	1	96	24.6	24.6
	2	76	19.4	44.0
	3	86	22.0	66.0
	4	69	17.6	83.6
	5	64	16.4	100.0
	Total	391	100.0	

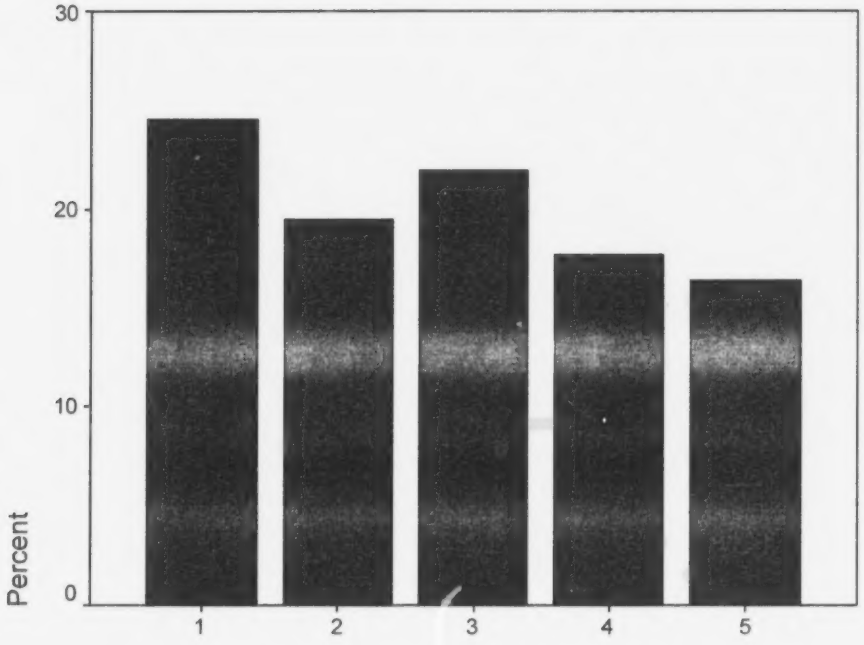
2. **When you travel on an extended visit away from home, how important to you are the following characteristics when you are making purchases to bring home with you? Please rate these characteristics on a scale of 1 to 5, where 1 is not at all important and 5 is very important.**

Mean Values

	N	Mean
The item is made of materials local to the area I am visiting	389	4.10
The item was made by a local person or people	391	4.32
This item is an authentic keepsake of the from culture or the community I am visiting	391	4.34
The item reflects a personal experience I have had in the area I am visiting	390	4.03

These ratings reflect a very strong motivation in this market segment to purchase items which are reflective of the area visited and related to personal experience. Authenticity is very important to this segment.

The rating frequencies are presented in the following series of tables and charts.


30
20
10
0
Percent
1
2
3
4
5
Souvenir items such as t-shirts or post cards

When education levels were compared between the two age groups, a statistically significant difference was found. The younger group had a significantly higher proportion of members with post secondary education than the older group. (Chi-square analysis results are presented below the result table).

What is highest education level you have achieved? * Cluster Number of Case Crosstabulation

			Cluster Number of Case		
			Average Age 65	Average Age 43	Total
What is highest education level you have achieved?	Less than grade 12	Count	15	1	16
		% within Cluster Number of Case	8.8%	.7%	5.2%
	High school	Count	42	21	63
		% within Cluster Number of Case	24.7%	15.1%	20.4%
	Post Secondary	Count	113	117	230
		% within Cluster Number of Case	66.5%	84.2%	74.4%
Total		Count	170	139	309
		% within Cluster Number of Case	100.0%	100.0%	100.0%

Chi-Square Tests

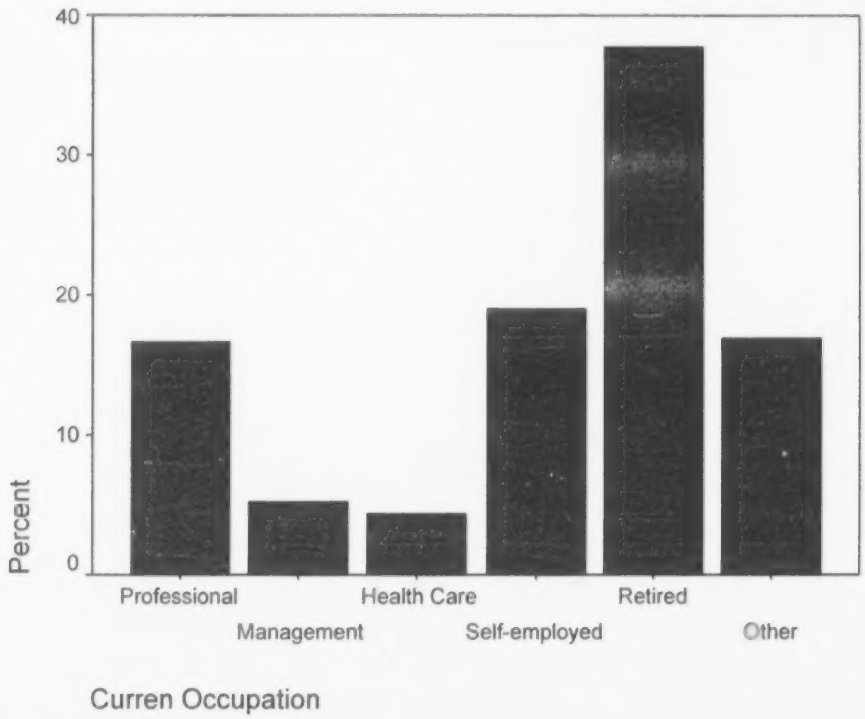
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.374(a)	2	.000
Likelihood Ratio	18.789	2	.000
Linear-by-Linear Association	16.040	1	.000
N of Valid Cases	309		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.20.

Differences in ratings for interest in fine arts and crafts, and in souvenirs, between the two groups was tested using chi square analysis. No significant differences were found.

11. Which of the following categories best describes your current occupation?

Occupation Category	Frequency	Valid Percent	Cumulative Percent
Professional	64	16.7	16.7
Management	20	5.2	21.9
Health Care	17	4.4	26.3
Self-employed	73	19.0	45.3
Retired	145	37.8	83.1
Other	65	16.9	100.0
Total	384	100.0	



A very large proportion of respondents were retired. This proportion is consistent with the proportion of retired travelers visiting the NWT in broader visitor surveys.

7. **Please rate the following statements according to how well they describe you, where 1 means the statement is not at all like you and 5 means it is very much like you. When I am traveling:**

Mean Ratings

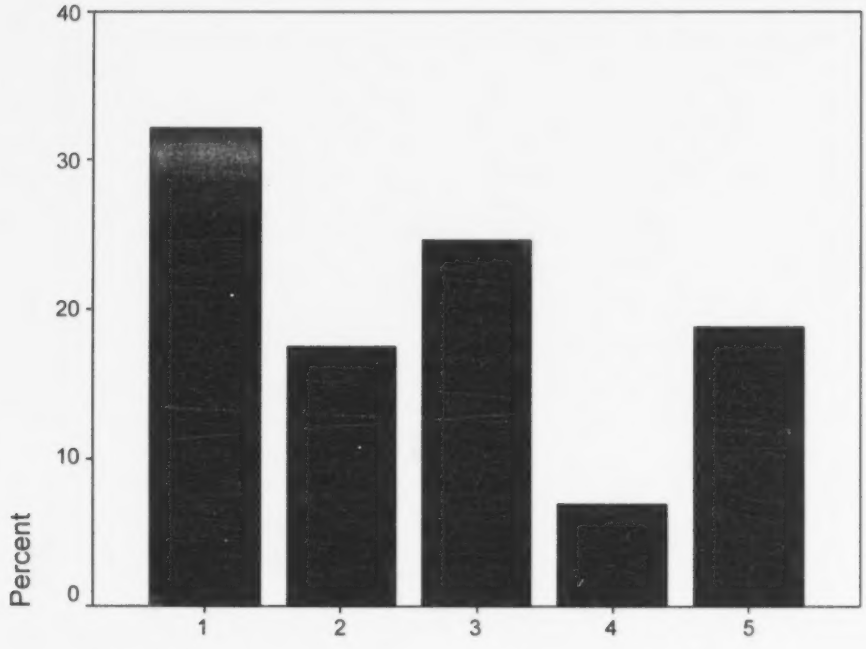
	N	Mean
I tend to purchase many small items to take home as gifts	389	2.63
I tend to buy a few expensive arts and crafts items rather than a lot of souvenir items	389	3.30
I tend to buy souvenirs for friends and relatives	385	2.78
I am more interested in souvenir items like t-shirts than art	386	2.16

This segment is generally more interested in fine arts and crafts items than souvenirs. The rating distribution patterns support this interpretation; the frequencies for descriptors with higher average ratings are grouped toward the high end, and conversely for descriptors with lower average ratings.

The frequency tables and charts are presented on the following pages.

I tend to purchase many small items to take home as gifts

		Frequency	Valid Percent	Cumulative Percent
Valid	1	125	32.1	32.1
	2	68	17.5	49.6
	3	96	24.7	74.3
	4	27	6.9	81.2
	5	73	18.8	100.0
	Total	389	100.0	

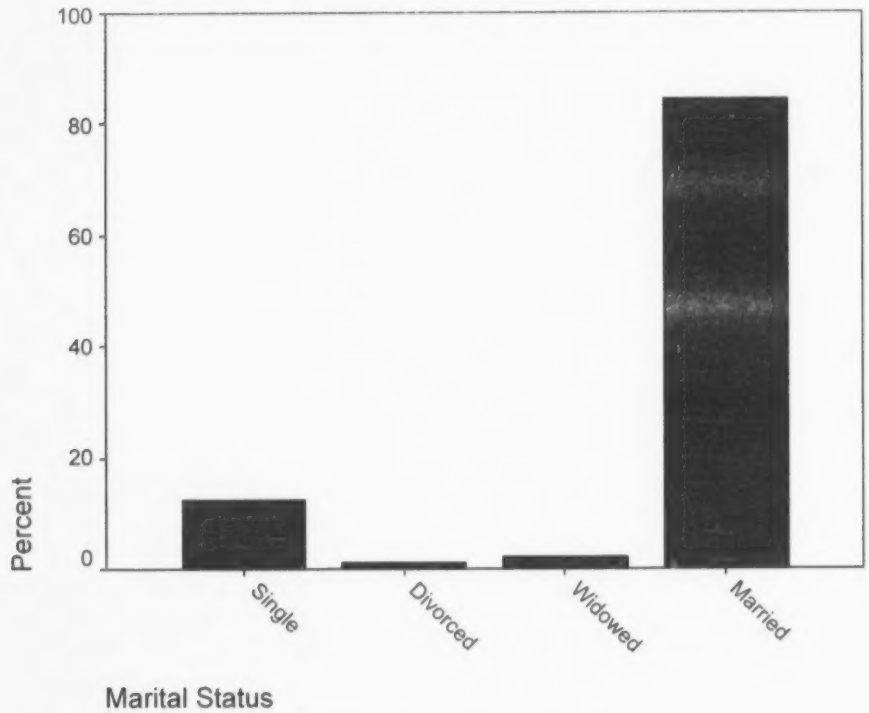


I tend to purchase many small items to take home as gifts

The frequencies for this descriptor indicate two distinct groups: one group does not tend to purchase many small items as gifts, while the other, smaller group, is very inclined to do so.

12. **What is your marital status?**

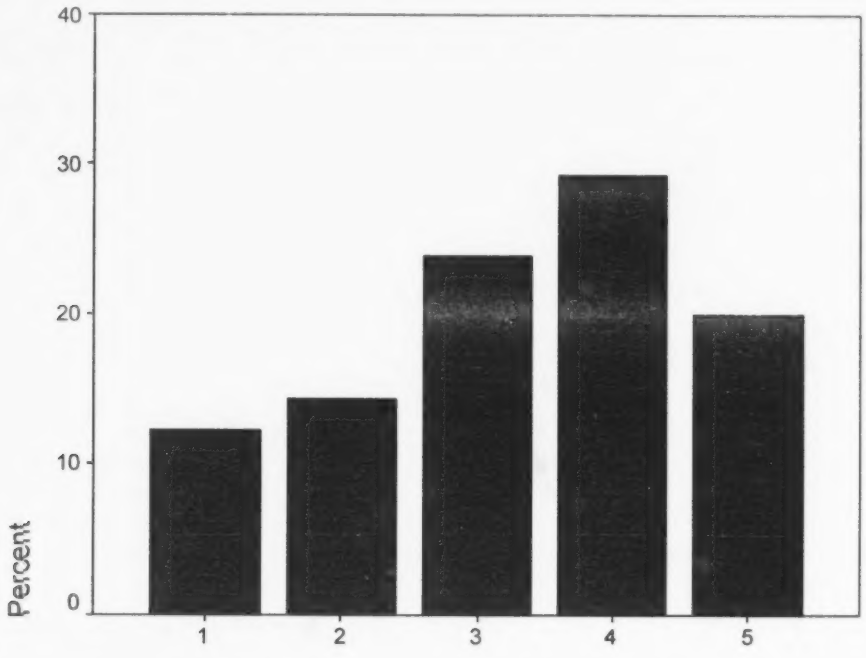
Marital Status	Frequency	Valid Percent	Cumulative Percent
Single	48	12.2	12.2
Divorced	4	1.0	13.3
Widowed	9	2.3	15.6
Married/Living together	331	84.4	100.0
Total	392	100.0	



The overwhelming majority of respondents were married.

I tend to buy a few expensive arts and crafts items rather than a lot of souvenir items

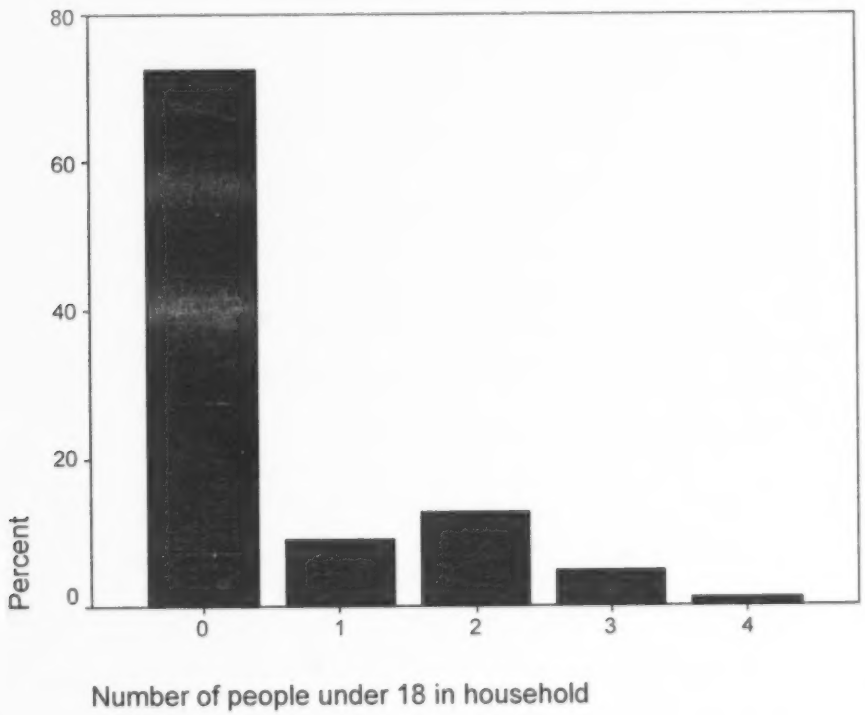
		Frequency	Valid Percent	Cumulative Percent
Valid	1	48	12.3	12.3
	2	56	14.4	26.7
	3	93	23.9	50.6
	4	114	29.3	79.9
	5	78	20.1	100.0
	Total	389	100.0	



The frequencies for this descriptor group toward the high end of the scale, indicating that in general this segment can be characterized as interested in fine arts and crafts.

13. **How many people under the age of 18 live in your household?**

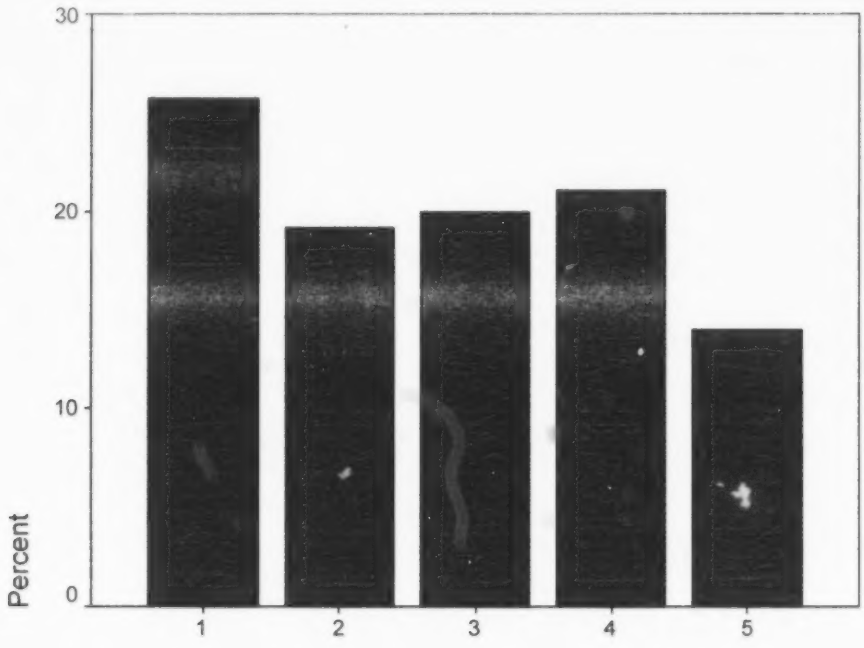
Number under 18	Frequency	Valid Percent	Cumulative Percent
0	280	72.5	72.5
1	35	9.1	81.6
2	49	12.7	94.3
3	18	4.7	99.0
4	4	1.0	100.0
Total	386	100.0	



Over 72% of respondents had no children under 18 in their household.

I tend to buy souvenirs for friends and relatives

		Frequency	Valid Percent	Cumulative Percent
Valid	1	99	25.7	25.7
	2	74	19.2	44.9
	3	77	20.0	64.9
	4	81	21.0	86.0
	5	54	14.0	100.0
	Total	385	100.0	



I tend to buy souvenirs for friends and relatives

The frequencies for this descriptor are fairly evenly distributed across the scale. This pattern suggests that buying souvenirs for friends and relatives is not a primary motivator for purchasing in this market segment.

How many people under the age of 18 live in your household? * by Age Category Crosstabulation

			Cluster Number of Case		
			Average Age 65	Average Age 43	Total
18. How many people under the age of 18 live in your household?	0	Count	155	66	221
		% within Age Category	91.2%	48.2%	72.0%
	1	Count	7	16	23
		% within Age Category	4.1%	11.7%	7.5%
	2	Count	5	36	41
		% within Age Category	2.9%	26.3%	13.4%
	3	Count	3	15	18
		% within Age Category	1.8%	10.9%	5.9%
	4	Count	0	4	4
		% within Age Category	.0%	2.9%	1.3%
Total		Count	170	137	307
		% within Age Category	100.0%	100.0%	100.0%

Chi-Square Tests

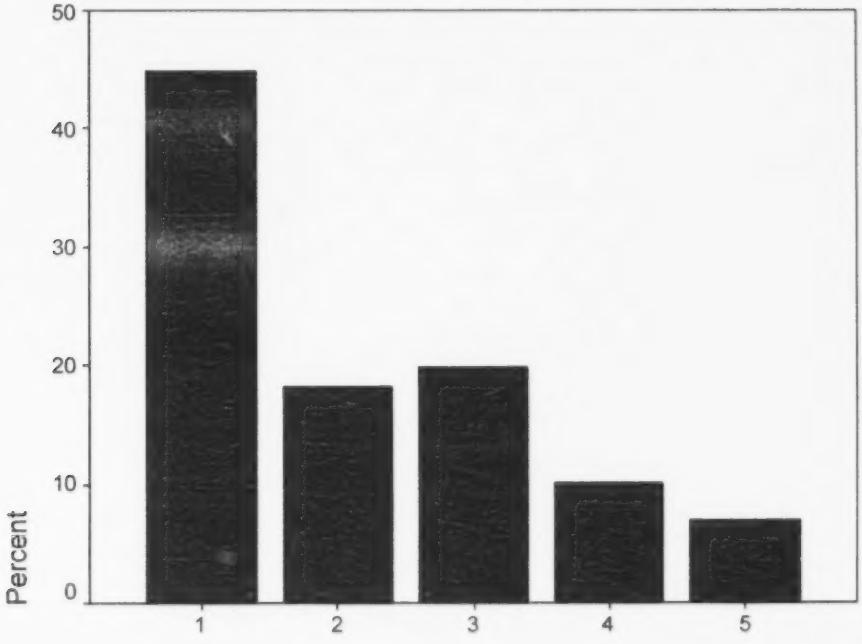
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.088(a)	4	.000
Likelihood Ratio	77.654	4	.000
Linear-by-Linear Association	64.739	1	.000
N of Valid Cases	307		

a 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.79.

As would be expected, a comparison of children under 18 in the household by age group revealed a much larger proportion of responding households in the younger age group with children. Chi square analysis confirms that this difference is statistically significant.

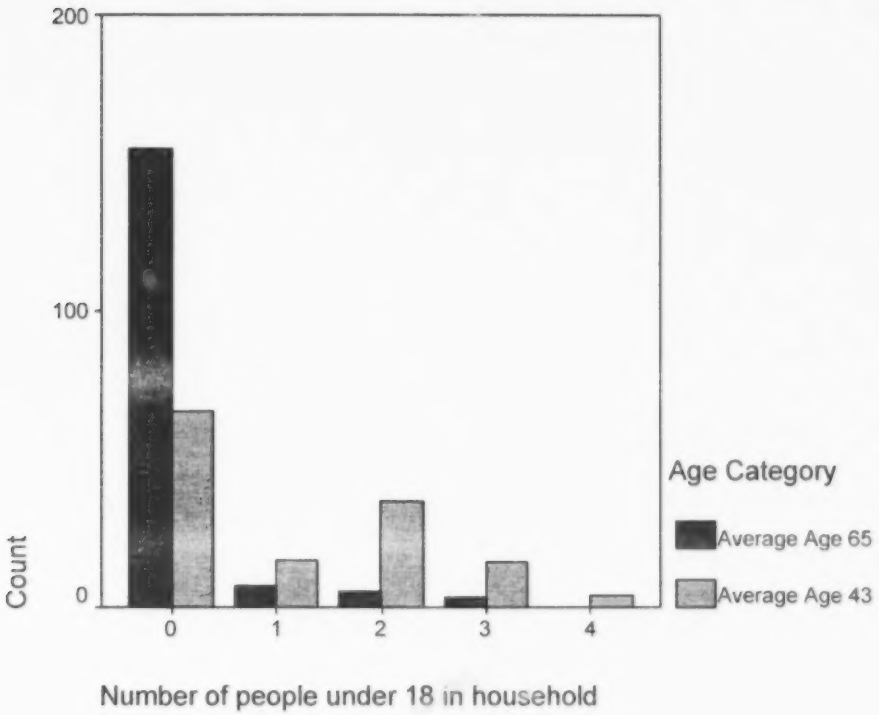
I am more interested in souvenir items like t-shirts than art

		Frequency	Valid Percent	Cumulative Percent
Valid	1	173	44.8	44.8
	2	70	18.1	63.0
	3	77	19.9	82.9
	4	39	10.1	93.0
	5	27	7.0	100.0
	Total	386	100.0	



I am more interested in souvenir items like t-shirts than art

The frequencies for this descriptor are strongly grouped toward the low end of the scale. This pattern indicates that this market is less interested in cheap souvenirs than fine arts and crafts items.


200
100
0
Count
0
1
2
3
4
Number of people under 18 in household
Age Category
Average Age 65
Average Age 43

Aggregated scale ratings for interest in purchasing fine arts and craft versus souvenirs

A factor analysis was conducted to determine if underlying trends existed to confirm the initial results regarding the market's higher propensity to purchase fine arts and crafts as compared to souvenirs. Ten scale questions regarding item purchase preferences were used in the analysis. The results of the analysis are presented in the table below:

Rotated Component Matrix(a)

	Component	
	1	2
I tend to purchase many small items to take home as gifts	.212	.741
I tend to buy a few expensive arts and crafts items rather than a lot of souvenir items	.741	-.106
I tend to buy souvenirs for friends and relatives	.146	.767
I am more interested in souvenir items like t-shirts than art	-.490	.672
Local or regional clothing and footwear	.473	.448
Regional food specialties	.215	.319
Handcrafted products such as pottery, baskets, and woven items	.738	.199
Fine arts	.794	-.116
Souvenir items such as t-shirts or post cards	-.283	.802
Jewelry	.617	.359

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 3 iterations.

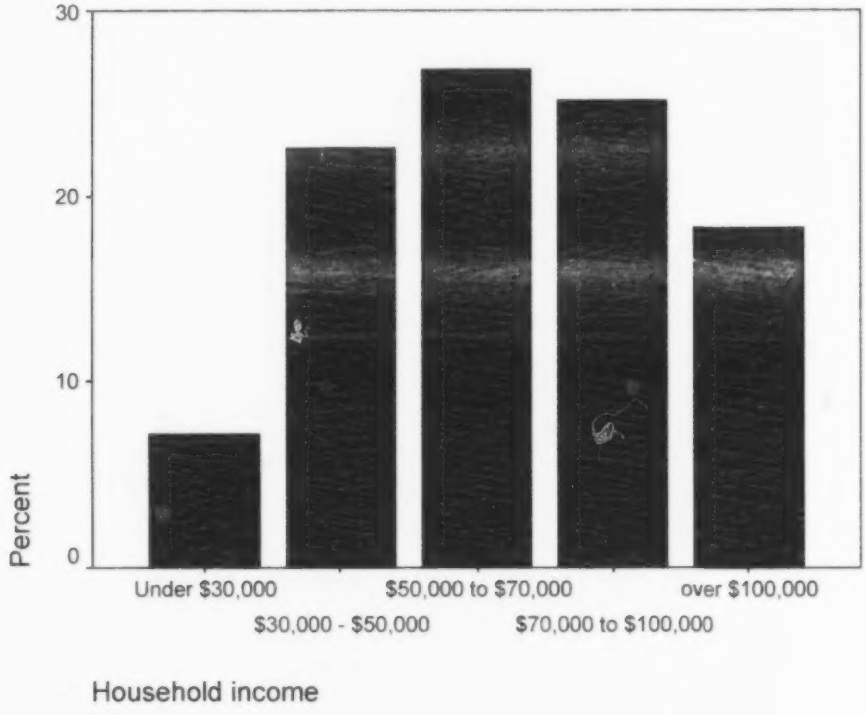
Based on the results of the factor analysis, two aggregate scales were constructed to rate the interest in purchasing fine arts and crafts, and the interest in purchasing souvenirs.

The aggregate for fine arts and crafts represents average ratings for the following items:

- I tend to buy a few expensive arts and crafts items rather than a lot of souvenir items
- Handcrafted products such as pottery, baskets, and woven items
- Fine arts
- Jewelry

14. In which range is your approximate household income?

Income Category	Frequency	Valid Percent	Cumulative Percent
Under $30,000	20	7.2	7.2
$30,000 - $50,000	63	22.6	29.7
$50,000 to $70,000	75	26.9	56.6
$70,000 to $100,000	70	25.1	81.7
over $100,000	51	18.3	100.0
Total	279	100.0	



Respondent households are relatively affluent, compared to the general population. Over 70% had household income in excess of $50,000, and over 43% of responding households reported incomes exceeding $70,000.

The aggregate for souvenirs represents average ratings for the following items:

- I tend to purchase many small items to take home as gifts
- I tend to buy souvenirs for friends and relatives
- I am more interested in souvenir items like t-shirts than art
- Souvenir items such as t-shirts or post cards

The results for these aggregate ratings are presented below.

Mean Ratings

	N	Mean
Rating of Interest in Purchasing Fine Arts and Crafts	389	2.78
Rating of Interest in Purchasing Souvenirs	382	2.28

The average ratings suggest that the respondents had a stronger interest in purchasing fine arts and crafts items than in purchasing souvenirs. Chi-square analysis of the frequency distributions indicate that the difference is statistically significant. The interpretation of the results of the individual questions are supported by this analysis: this market is looking for higher end goods.

The frequencies are presented in the tables and charts below.

15. **Have you visited the Northwest Territories in the past five years?**

	Frequency	Valid Percent	Cumulative Percent
Yes	69	18.5	18.5
No	291	78.2	96.8
Lived here before	12	3.2	100.0
Total	372	100.0	

Have you visited the Northwest Territories in the past five years? * Age Category Crosstabulation

			Age Category		Total
			Average Age 65	Average Age 43	
Have you visited the Northwest Territories in the past five years?	Yes	Count	40	18	58
		% within Age Category	23.1%	12.9%	18.6%
	No	Count	127	120	247
		% within Age Category	73.4%	86.3%	79.2%
	Lived here before	Count	6	1	7
		% within Age Category	3.5%	.7%	2.2%
Total		Count	173	139	312
		% within Age Category	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.511(a)	2	.014
Likelihood Ratio	9.006	2	.011
Linear-by-Linear Association	2.331	1	.127
N of Valid Cases	312		

a 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.12.

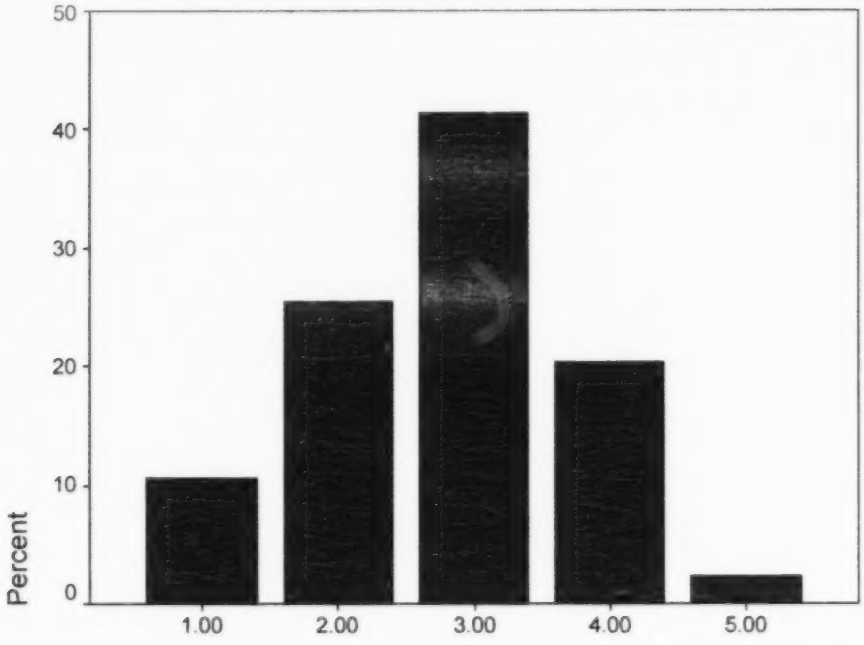
Over 18% of respondents had visited the NWT is the last five years. Respondents in the older age group were almost twice as likely to have visited than those in the younger age group (23% versus 13%). This difference is statistically significant.

Discussion and Conclusions

The survey obtained results from a population of potential and actual visitors to the Northwest Territories. All respondents had expressed an interest in the visiting the Northwest Territories, and 18% had indeed visited within the last five years of the survey.

Rating of Interest in Purchasing Fine Arts and Crafts

		Frequency	Valid Percent	Cumulative Percent
Valid	1.00	41	10.5	10.5
	2.00	99	25.4	36.0
	3.00	161	41.4	77.4
	4.00	79	20.3	97.7
	5.00	9	2.3	100.0
	Total	389	100.0	



Rating of Interest in Purchasing Fine Arts and Crafts

The frequency distribution for the ratings for interest in purchasing fine arts and crafts is bell shaped, slightly skewed to the negative end of the scale. Thus, while the respondents show overall a greater propensity for fine arts and crafts relative to souvenirs, this propensity is only moderate.

This particular market segment is overall, very well educated, with higher than average household incomes. Within the market exist two distinct demographic sub-segments:

- an older group (average age 64), retired with no children under 18 at home
- a younger group (average age 43), likely to be self- or professionally employed, half of whom have no children under 18

In terms of purchasing patterns, this market is moderately motivated to purchase fine arts and crafts, and less interested in souvenir items. For purchase while traveling, this market highly values locally made items, authentic to the culture or area in which they are traveling. Information about the product material and manufacture enhance the propensity to purchase. Meeting with the person who made the product adds even greater value for this market.

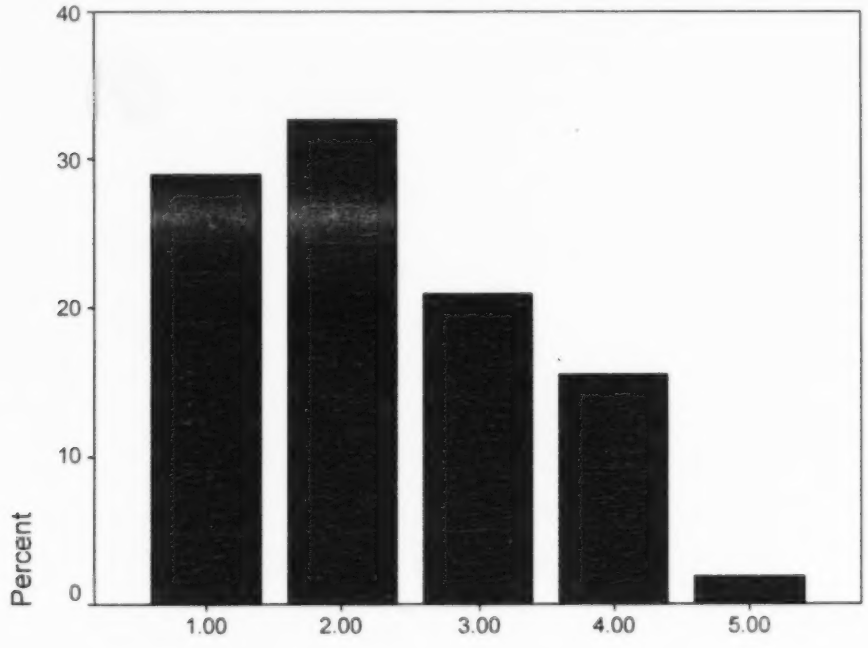
Uniqueness or originality of the product are highly valued, and there appears to be a significant preference for ceramic, woven and non-garment textile goods, and fine art. Jewelry and clothing are less valued.

For those who budget for arts and crafts while traveling, around 40% plan to spend between $100 and $300.

Purchasing an arts and crafts item appears to be an important element of the trip experience. An item that relates to some personal experience on the trip, such as meeting the artist, had added value for the traveler. In this manner, the item may serve as reminder to the traveler of experiences on trip, and of things learned. In contrast, there is much lower propensity to purchase an item from the area visited if it is available after the trip in the hometown of the visitor.

Rating of Interest in Purchasing Souvenirs

		Frequency	Valid Percent	Cumulative Percent
Valid	1.00	111	29.1	29.1
	2.00	125	32.7	61.8
	3.00	80	20.9	82.7
	4.00	59	15.4	98.2
	5.00	7	1.8	100.0
	Total	382	100.0	



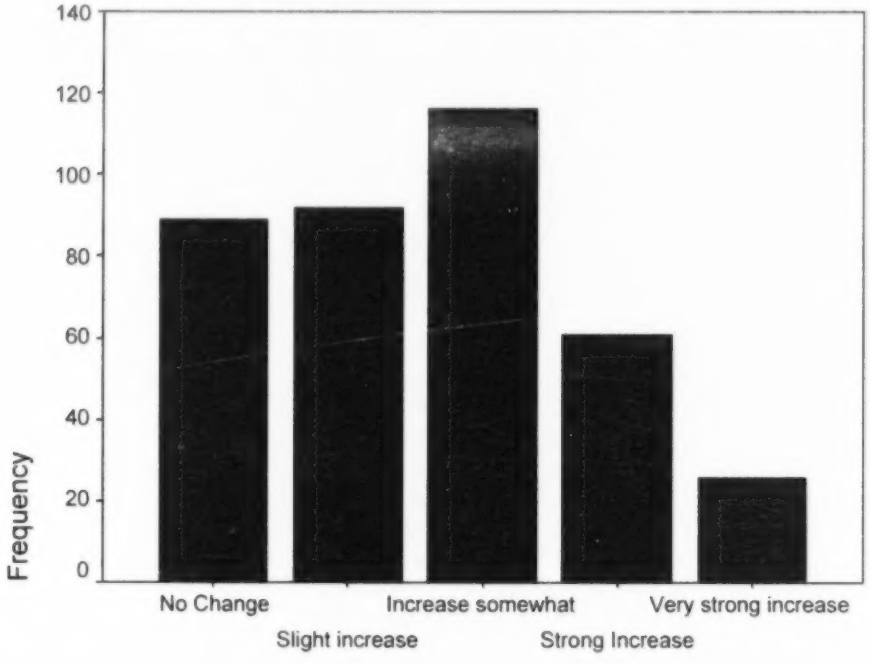
The frequency distribution for the ratings for interest in purchasing souvenirs is highly skewed to the negative end of the scale. This distribution, in conjunction for ratings on elements that would increase product appeal such as authenticity and local provenance, suggests souvenir items in the sense of mass produced cheap goods do not have great appeal for this market.

8. **How much would your likelihood of purchasing an arts or craft item in your hometown increase if you knew the item came from an area that you had visited while traveling? Please choose the best response:**

Mean Rating

N	Mean
384	2.59

Increase in Likelihood of Purchase in Hometown	Frequency	Valid Percent	Cumulative Percent
No Change	89	23.2	23.2
Slight increase	92	24.0	47.1
Increase somewhat	116	30.2	77.3
Strong Increase	61	15.9	93.2
Very strong increase	26	6.8	100.0
Total	384	100.0	



Likelihood of purchasing an arts/crafts item in hometown

The response pattern suggests that the propensity to purchase of NWT made goods outside the NWT would not be greatly enhanced by the buyer's knowledge that the item came from an area he/she had visited. We can speculate then that the ability to purchase an item in local context is important to the decision to purchase.

Demographic and Trip Characteristics

The following section presents demographic and trip characteristics of respondents.

9. During your last vacation trip, what forms of transportation did you use . . .

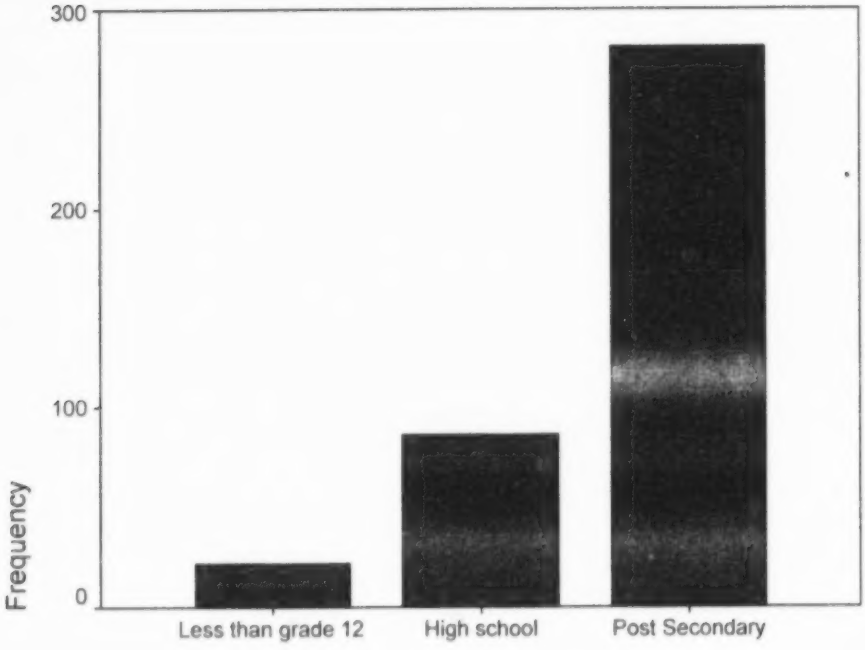
Forms of Transportation Used in Last Vacation	Commercial or charter aircraft	Count	142
			36.4%
	RV	Count	138
			35.4%
	Passenger car/light truck	Count	255
			65.4%
	Train	Count	28
			7.2%
	Bus	Count	51
			13.1%
	Other	Count	65
			16.7%

Over 35% of respondents traveled in RV's on the last trip, and over 65% traveled in passenger vehicles. People traveling in vehicle have more room to carry goods, which suggests a greater potential to purchase arts and crafts items.

10. What is highest education level you have achieved?

Education Level	Frequency	Valid Percent	Cumulative Percent
Less than grade 12	22	5.7	5.7
High school	86	22.1	27.8
Post Secondary	281	72.2	100.0
Total	389	100.0	

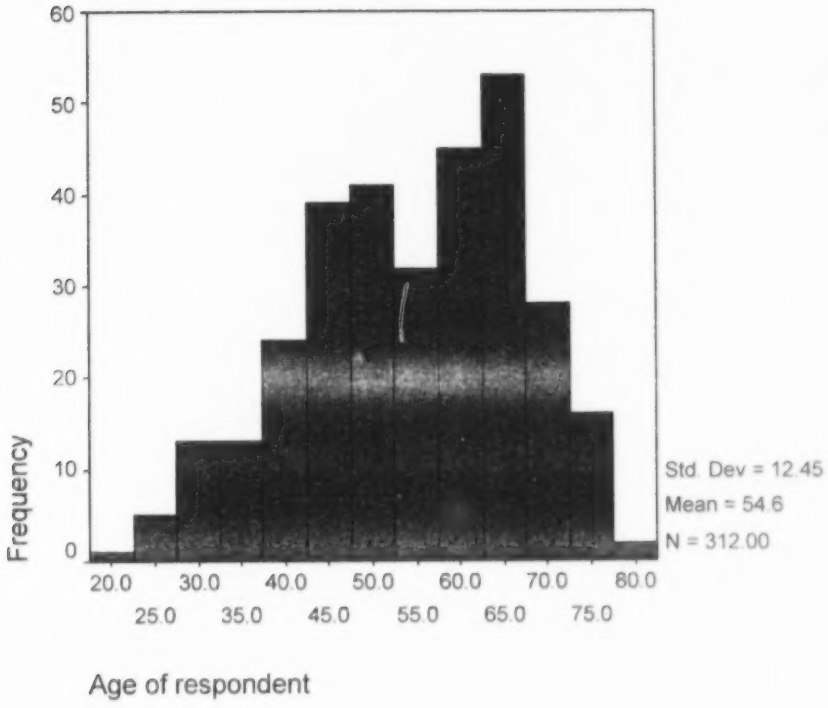
The respondents represent a well educated market: over 70% have post secondary education.



Age of Respondents

An analysis of age and age groups was carried out. Respondent ages ranges from 20 to 79. The average age was 54.6 and the median, 56 (fifty percent of respondents were younger than 56, and fifty percent were older). Twenty five percent of respondents were younger than 46, and 75% were under 64.

AGE	Valid	312
	Missing	85
Mean		54.6218
Std. Error of Mean		.70499
Median		56.0000
Std. Deviation		12.45253
Minimum		20.00
Maximum		79.00
Percentiles	25	46.0000
	50	56.0000
	75	64.0000



The frequency distribution of ages shows two distinct peaks. Cluster analysis revealed two groups, one centering on age 64, and the other centering on age 43. The results of the cluster analysis are shown below.

Age Clusters

	Cluster	
	1	2
Age of respondent	64	43

Age Clusters: Size of Sample in Each Cluster

Cluster	1	173
	2	139
Valid		312